BROCHURE TOURISTIQUE PUBLIÉE PAR DIAMOND TAXICABS EN 1938

Sights and Scenes in

MONTREAL

Lowest Taxi Rates

DIAMOND TAXICAB ASSOCIATION LIMITED
PLATEAU 3221

THIRD EDITION 1938

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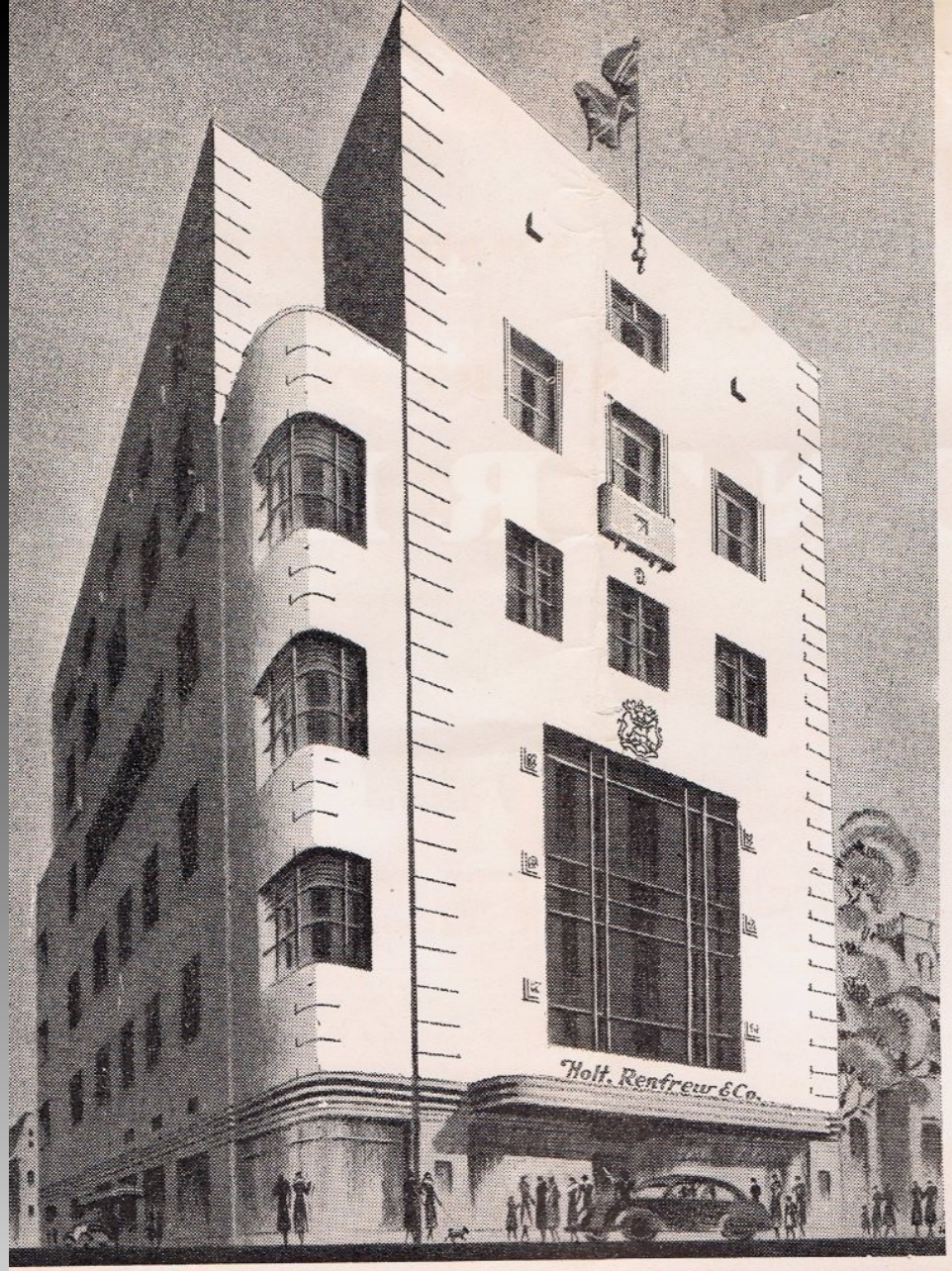

By appointment to the late King George V

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WELCOME TO HOLT, RENFREW

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DIAMOND TAXI SERVICE TO OUR STORE

To every visitor to Montreal we offer free transportation to our store from the following hotels: Mount Royal, Windsor, Queen's, Ford, La Salle, also from Dominion Square, Phillip's Square and from Windsor and Bonaventure Stations.

Just step into any Diamond Taxi and say— "Please drive me to Holt, Renfrew"

A beautiful modern fashion shop . . . world famous for its quality and good taste . . . PRE-EMINENTLY CANADA'S LEADING FURRIERS.

Holt, Renfrew
& CO., LIMITED — SHERBROOKE AT MOUNTAIN

DIAMOND POINTS of Interest

"SIGHTS AND SCENES IN MONTREAL"

Third Edition — 1938

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An unusual trip to an ancient fortress, now the summer playground for thousands. This trip includes a visit to Montreal's new Botanical Gardens, a revelation of Canadian Flora.

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The Laurentian Mountain tour is one of the most fascinating trips we have to offer. We suggest that you start on this tour in the morning, having lunch at the Alpine Inn, Ste-Marguerite, and returning during the evening at your convenience.

TOUR No. 5 — West Island and Lakeshore Tour. Page 15

An afternoon trip through the west portion of the Island of Montreal.

DIAMOND TAXICAB PLATEAU 3221 ASSOCIATION LIMITED

Copies of this Publication sent on request.

TRAVEL DEPARTMENT

DIAMOND TAXICAB ASSOCIATION LIMITED

1021 Mountain Street

MONTREAL, Canada.

PRINTED IN CANADA

SMART CLOTHES

demand

SMART PERFUMES

What nicer gift than a bottle of Chanel perfume created by Mademoiselle Gabrielle Chanel, the first, and perhaps the greatest, genius of the Paris Couture.

Like the younger generation of any day she smashed all traditions and established an entirely new standard in dress. She was the first person to see the great possibilities and the true smartness of simplicity. Her style is always youthful, modern.

Her shop in the rue Cambon, Paris, is world famous. On the ground floor is the perfume shop — as meticulously neat as a laboratory. Chanel was the first of any dressmaker to create perfume—the first to give them numbers instead of names, the first afterwards to evolve and make her own line of cosmetics; of scarves, accessories and even jewellery — the "Complete Dressmaker"—concerned in creating a complete costume.

Her perfumes are unique fragrances. Her number "5" was and is a sensation, a tremendous success both in Europe and America. It is intriguing; a subtle mixture of scents, a perfume never forgotten. "Glamour" is essentially an evening perfume, gay, enchanting, radiant—a perfect complement to an evening ensemble. Chanel has overlooked nothing and was first to conceive the original idea of a perfume to match sports clothes and Cuir de Russie (Russian Leather) is delightful for tweeds and sportswear. Chanel "flower" scents have also met with great popularity; of these Gardenia de Chanel and Jasmin de Chanel hold first place.

Through preferential duties with France, Chanel toiletries are obtainable in Canada at prices 25% to 45% less than in the United States.

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Chanel Perfumes are sold in all high-class drug and departmental stores.

Sole importers for the Dominion of Canada

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Lyman House, 286 St. Paul St. W., Montreal, Quebec

Bienvenue à Montréal

PRES des deux tiers des Montréalais ont pour ancêtres les colons qui, depuis trois siècles, viennent du Perche, de la Normandie, du Maine, de l'Anjou et des autres provinces françaises. On retrouve donc chez eux les traits saillants du caractère français, la vivacité de l'esprit, le goût de la discussion, une humeur parfois frondeuse, mais surtout une large et bienveillante hospitalité. C'est sans doute à cette dernière caractéristique que l'on doit de voir vivre à Montréal, dans une louable harmonie, des groupes ethniques très différents. Non seulement les deux grandes races française et anglo-saxonne y cohabitent, mais l'on coudoie dans la rue des hommes appartenant à une trentaine de nationalités.

Il y a un fait qu'il ne faut jamais perdre de vue lorsqu'on visite Montréal ou toute autre partie du Canada, c'est que l'on foule un sol américain, mais les attaches politiques, passées et présentes, avec l'Europe y ont maintenu certains courants de culture européenne et des affinités d'ordre sentimental. Dans le Canada français et à Montréal en particulier, se conforment des traditions diverses et, grâce aux grandes universités, on y entretient les liens spirituels tant ceux d'essence latine que ceux d'origine britannique.

Il convenait donc de souhaiter en français, à nos lecteurs qui connaissent cette langue, la plus cordiale bienvenue et de leur offrir nos voeux pour que leur séjour parmi nous leur soit agréable. Pour donner une forme pratique à ces souhaits nous nous mettons à leur disposition pour leur rendre tous les services qu'ils pourraient désirer.

Pour bien connaître la Métropole du Canada visitez-la en taxi "DIAMOND."

Welcome to Montréal

PERMIT us to extend to you, a guest of the city of Montreal, a cordial welcome and our best wishes for a pleasant and profitable stay. Let us also implement the good wishes with a practical expression of our welcome by placing ourselves at your disposal, to render such service as you may require.

Montreal has that indefinable quality we style "atmosphere" and a definite character which has been in formation since 1642 when Paul de Chomedy, Sieur de Maisonneuve, with a company of fifty-odd, planted a cross on the site of the abandoned Indian village of Hochelaga and called it Ville-Marie. The hill behind the settlement was named Mont Royal by Jacques Cartier in 1535 and Ville-Marie became Montreal. Incidentally, Mont Royal is now in the centre of Montreal—the city having grown around it, and continued to expand northward.

Due to the fascination of the "dual personality" in speech, architecture, ideals and atmosphere of Canada's metropolis—which adds an intriguing aspect to "taking in the town"—sightseeing is an entertaining and important part of a visit to Montreal. It gives the visitor a background, current and historical, against which to place the contemporary Latin and Saxon, in order to understand the mutual appreciation which exists between French and English-speaking Montrealers.

For the most enjoyable "rubberneck" we suggest the personalized service of a Diamond car and chauffeur, which offers many advantages—including lower cost. Start from the place you designate, at the time which best suits the convenience of your party, with the return, at any given hour, left to the driver.

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WE WILL EXPECT YOU AGAIN IN 1942

Official City Tour

THOUGH your tour of Montreal with a Diamond driver may be flexible and as carefree as you desire, we are outlining a suggested route which takes in many of the interesting points in the metropolis.

We start at Dominion Square, generally the visitor's first and last impression of Montreal. This square is flanked by several of the city's most important buildings. On the north is the Dominion Square building, and on the east the head office of the Sun Life Assurance Company. This is the largest office building in the British Commonwealth built at a cost of $20,000,000.

Along the south side of the park is St. James Cathedral (Catholic) a quarter-size replica of St. Peter's in Rome, and a familiar landmark in Montreal because of the figures of the Apostles along the roof facing Dorchester Street. On the west side of the park is St. George's Anglican Church, the latter being a fine example of Gothic architecture.

We leave the square and turn east along Dorchester Street; beneath us as we pass over the bridge is the entrance to a 3½ mile tunnel which is constructed under Mount Royal.

Dorchester Street brings us to historic Beaver Hall Hill, where was located the headquarters of one of the great fur trading companies which played such an important part in the development of the Canadian West.

We proceed down Beaver Hall Hill, passing on our right the Beaver Hall Building, headquarters of the Bell Telephone Company.

We reach Victoria Square at the bottom of the hill, a quiet restful spot in the midst of the city's financial and wholesale district. In the southern end of the park is a monument to great Queen Victoria.

Our route takes us for a moment along St. James Street, the "Wall Street" of Montreal and thence down McGill and eastward along Notre-Dame Street. We are now in the midst of old Montreal. You will observe the extremely narrow streets, a relic of older days when street traffic was not a problem.

We arrive at Place d'Armes, one of the most historic spots in the city of Montreal. In the centre of the square is a monument to Maisonneuve, who founded the city in 1642. This square might be well called the cradle of America because in its vicinity lived for a time several of the pioneers responsible for the exploration of large sections of what is now Canada and the United States.

TOURISTS

CHAS DESJARDINS & CO. LIMITED

CANADA'S FOREMOST RETAIL FUR DEALERS WELCOME YOU.

We cordially invite you to visit our store where a wonderful display of the most ELEGANT and EXCLUSIVE variety of furs may be seen.

AS AN ACCOMMODATION TO TOURISTS, we have arranged a unique purchase budget, so as they may take advantage of all exemption clauses contained in the United States Customs regulations; all that is required is a minimum deposit on the purchase; the forwarding of the Customs declaration papers obtained at PORT-of-ENTRY (when returning to the United States) with balance: we will ship, EXPRESS or POSTAL charges prepaid to any point desired; in this manner, you are relieved of all anxiety as well as the bother of carrying the purchase around with you.

YOUR TOUR will be incomplete, unless you pay a visit to our store and see the HOUSE OF WONDER IN FURS.

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Canada's Largest retail fur store.

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BUY YOUR
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AT CANADA'S OLDEST,
LARGEST AND
MOST RELIABLE
FURRIERS

Established over 100 years—our reputation is your guarantee

● FREE TAXI SERVICE to our store from strategic points in the city. See inside front cover for full details

TOUR No. 1 Cont.

On the south side of the square is St. Sulpice Seminary, built in 1661, and the great Notre Dame Church, built on the site of the first bark chapel erected by the intrepid priests in 1642. Perhaps the largest Roman Catholic Church in America, Notre Dame accommodates ten thousand worshippers.

Leaving the square we drive eastward along Notre Dame Street passing the new Court House on our right and the old Court House buildings on the left.

We reach Jacques-Cartier Square, the site of the famous Bonsecours Market. In the shadow of the towering Nelson Column the farmers bring their produce to this open air market on Tuesday and Friday. Here you can buy all classes of farm produce from home cured leaf tobacco to flowers.

On our left we pass the City Hall, a structure of distinctive French architecture which houses the City Council and many of the city departments. On our right, facing the City Hall is the Château de Ramezay, built in 1705, which housed French and English governors and the American invaders for a short period. The ancient Château is a treasure-house of Canadiana. It was here that Benjamin Franklin set up his printing press to print a propaganda sheet. The press he used may be seen in the Château.

Travelling eastward we pass near Notre Dame de Bonsecours Church (Our Lady of Good Help Church), often referred to as the "Sailors' Church." This church was built for the early

Sports Shop of Holt, Renfrew & Co. Limited

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seafarers, by Marguerite Bourgeoys. Models of vessels are suspended from the ceiling.

We now leave the lower part of the city, passing through Viger Square, named after the first mayor of Montreal, and travel up St. Denis Street, the centre of the French speaking section. We now come to a 10 minute stop at Chas. Desjardins', largest fur house in Canada.

Proceeding along Sherbrooke East, before reaching Lafontaine Park, we notice the Civic Library, inaugurated by the late Maréchal Joffre in 1917.

Lafontaine Park, a 92 acre expanse of trees and greensward containing a langorous lagoon, zoo, grotto and an illuminated fountain.

Our route now turns westward along Rachel Street and we approach Mount-Royal. Proceeding north of the mountain we pass through the City of Outremont, the beautiful French residential district. On the side of the mountain, as we travel along Maplewood Avenue, we see the unfinished buildings of the Université de Montréal. We now reach Queen Mary Road which brings us to the Musée Historique Canadien, the finest waxworks in America.

A few steps farther westward, is the famous St. Joseph's Oratory, the shrine of St. Joseph which was built through the devotion of Brother André of the Order of the Holy Cross. About 30 years ago Brother André had a tiny chapel built on the side of the mountain to which he was accustomed to take the afflicted to offer up prayers for their recovery.

We leave the Oratory and travel westward to Grosvenor Avenue and then toward the south travelling up the Westmount Mountain, until we reach the Westmount Lookout, 650 feet above the St. Lawrence.

Our driver takes us down the winding streets along the side of the mountain until we reach Côte des Neiges Rd., then Sherbrooke Street. Along this street we see the Church of St. Andrew and St. Paul, the Art Gallery, the Chateau Apts. and we stop at Holt, Renfrew, Canada's leading furriers. After a brief visit, we turn down Peel Street and are back at Dominion Square.

This brief sketch cannot do full justice to a remarkable city. By all means see Montreal with a Diamond Driver.

THE store famed for its world imports. Morgan's extends to out of town visitors a courteous welcome to the Store that has served Montreal for 95 years. We list a few of the many articles American visitors may buy to advantage in Canada.

BLANKETS...
ENGLISH CHINA...
ENGLISH WOOLLENS..
ENGLISH TOBACCOS....
SCOTTISH TARTANS AND MUNRO TWEEDS...
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You never saw anything like it — You will be more than satisfied with your visit—your money refunded if not satisfied.

We are the King and Queen and Prince of all The Midgets.

Partout, vous verrez des nains, mais jamais dans leur propre palais — car nous sommes les seuls au monde possédant un tel château.

Jamais vous n'avez rien vu de semblable — et vous serez plus que satisfait de votre visite ou votre argent vous sera remis.

Nous sommes le Roi, la Reine et le Prince de tous les nains.

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DEALER

THE SIGN OF A GOOD DEALER

Stop at this sign for good gasoline, good motor oil, good service. Imperial Oil Products are backed by the reputation of Canada's oldest and largest oil company.

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TOUR No. 2

Lachine Rapids and Indian Reservation

WITHIN easy reach of the city by Diamond cars is the Iroquois Indian reservation of Caughnawaga. The Indian community was founded here in 1716 and is now maintained for their use under the direction of the Canadian Government. The community is still ruled by a chief, though the inhabitants are as modern as most people Many of the men, are expert steel workers. The women of the reserve are expert at handicrafts,

We drive westward to reach Caughnawaga. Passing along Sherbrooke Street we come to Westmount, a separate city contained within the City of Montreal.

Coming to Claremont Avenue, we are again in Montreal, and on our way we pass Notre Dame de Grâce Park, with its war memorial, and St. Augustine Church on the north side. Farther westward we see Loyola College.

We leave Montreal again and pass through the town of Montreal West and down the hill to the town of Ville St. Pierre. Our route takes us across the Lachine Canal, and thence to the Honoré-Mercier Bridge across the St. Lawrence.

We now reach the Indian Reservation of Caughnawaga. You may see the ruins of the old original mission church; also the modern church where services are still conducted in the Iroquois Indian language. The altar of this church was brought from France in the year 1680. On the walls hang two pictures, given by the French Kings Louis XIV and Charles X. Other historic articles of interest in this church are the ciborium presented by Empress Eugénie; a silver-gilt monstrance dating from the year 1680; a 17th century Indian grammar in manuscript; and the famous Wampum Belt valued at $50,000.

We travel over a different route on our way back to Montreal, this time taking the river road which follows the same route used by the Indians and voyageurs to portage their canoes past the Lachine rapids.

A magnificent view of the rapids is provided from the Ville La Salle Road. On our way back we pass through Ville La Salle, named for the famous French explorer. Our route takes us through the thriving city of Verdun, to our starting point, Dominion Square.

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WE WILL EXPECT YOU AGAIN IN 1942

TOUR No. 3

St. Helen's Island and Botanical Gardens

SUPPLEMENTARY to Tour No. 1 is the St. Helen's Island and Botanical Garden Tour. As in Tour No. 1 we start at Dominion Square turning East along Dorchester Street to BeaverHall Hill, follow along to the Southern extremity of Victoria Square where we branch into McGill Street and proceed to the Harbour front. McGill Street has many relics of Montreal's business past and many of the old warehouses and store-fronts of the 1850's may be seen. At the foot of McGill Street, "Rue de la Commune" is probably one of the most famous waterfront streets in the world.

Dividing "de la Commune" Street from the wharf proper is the old Sea wall, first constructed in the early part of the century to protect the lower town from the ravages of ice floes and high water of the turbulent St. Lawrence river in Spring flood. Inside this wall we proceed in an easterly direction passing giant grain elevators and countless Sheds of steel-and-cement construction. Famous names abound. Cunard White Star, Canadian Pacific, and Canadian National S.S. come within our vision as well as many other lines. The Furness Whity group, Clyde Line, the steamers of the Clarke Steamships and many others including numberless varieties of the ofttimes contemptuously referred to "tramps."

This majestic scene which so graphically portrays the starting point for many of Canada's great industrial activities passes from our view as we proceed northward through the Beaudry Street tunnel leading to Craig Street. There we forge eastward again, reaching Delorimier Avenue.

As we turn from Craig Street into Delorimier Avenue, at the right may be seen the buildings of the Quebec Liquor Commission. These buildings, picturesquely labelled "Au Pied du Courant," which of course refers to the swift St. Mary's current in the river at that point, are, in fact, the old buildings of the original Montreal

(Continued on page 12)

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No waiting

TURKISH BATH: $1.50

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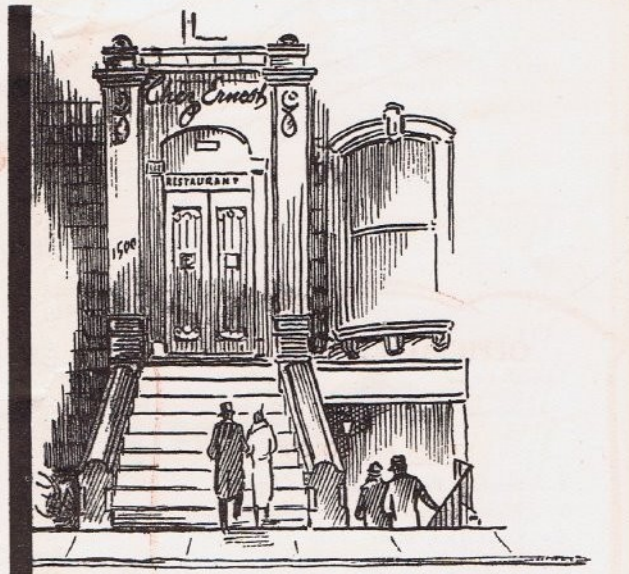

AN INVITATION TO THE PATRONS OF

Chez Ernest 1500 DRUMMOND STREET MONTREAL

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Canada's Largest Taxicab Organization

Lowest Taxi Rates combined with Super-Service

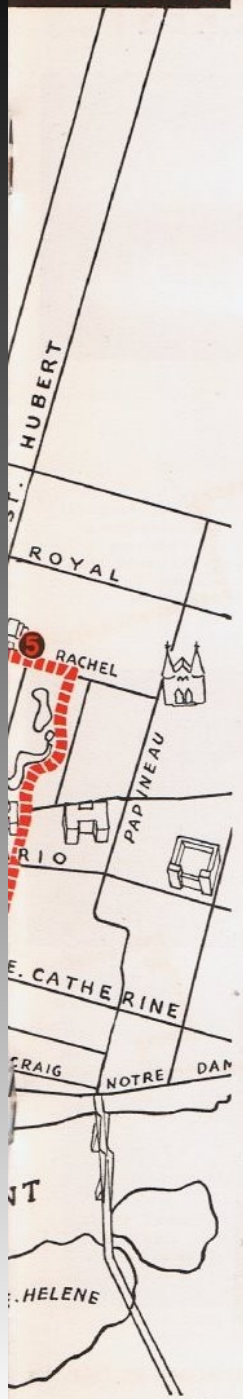
STOPS EN ROUTE

1 — Starting Point, Dominion Square.
3 — Place d'Armes, Notre-Dame Church.
4 — Chas. Desjardins' Store.
6 — St. Joseph's Shrine.
8 — Westmount Lookout.
9 — Holt-Renfrew's Store.

OTHER REFERENCES

2 — A. J. Alexandor's Store.
5 — Palais des Nains (Midget's Palace).
7 — Musée Historique (Wax Museum).

Call PLateau 3221



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LONDON DRY GIN

To enjoy a cocktail at its best — try this fine quality gin —exquisitely smooth and satisfying.

25 oz. $1.80 — 40 oz. $2.70

BOULTON'S
OLD TOM GIN

The base of a perfect collins — a distinctive flavor — that makes and keep friends.

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BOULTON'S
HIGHLAND LIQUEUR WHISKY

The finest imported malts properly aged and matured in wood in Scotland — are used in this excellent blend.

13 oz. $1.25 — 25 oz. $2.35 — 40 oz. $3.55

CONGRESS COCKTAILS

Manhattan or Martini ready mixed. Just ice and serve . . . 18 to 20 bumper drinks in each bottle.

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MORRIS'S SLOE GIN

For a smooth Rickey

26 oz. bottle $2.30

MEAGHER BROS. & COMPANY Limited, Montreal, Distillers.
Established 1873

Feather - Light
SILVER FOX
JACKET

...Of course you want

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Practising furrier for over 39 years, Alexandor qualifies as an expert and is famous throughout Canada for beautiful furs. Buying, designing and making our own furs in our own workrooms, ensure the matchless styling, the superb workmanship, the unusually fine values you will appreciate.

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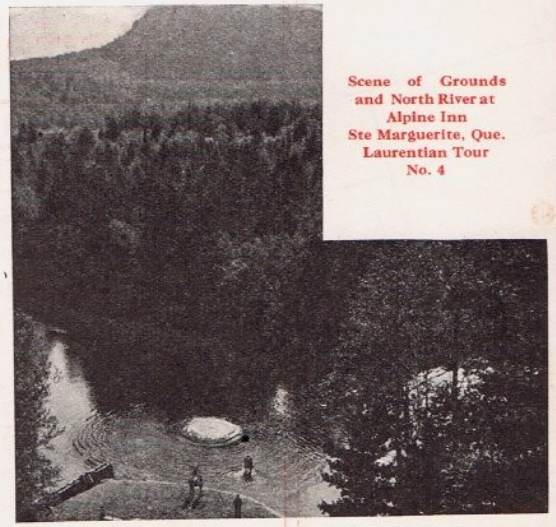
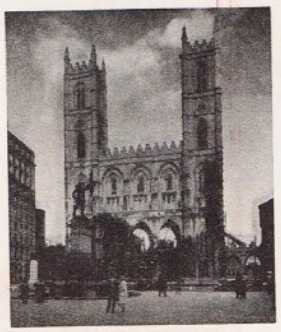
UPTOWN: Mount Royal Hotel

POINTS OF INTEREST

Royal Victoria Hospital



Scene of Grounds and North River at Alpine Inn Ste Marguerite, Que. Laurentian Tour No. 4



NOTRE DAME CHURCH Place d'Armes Montreal

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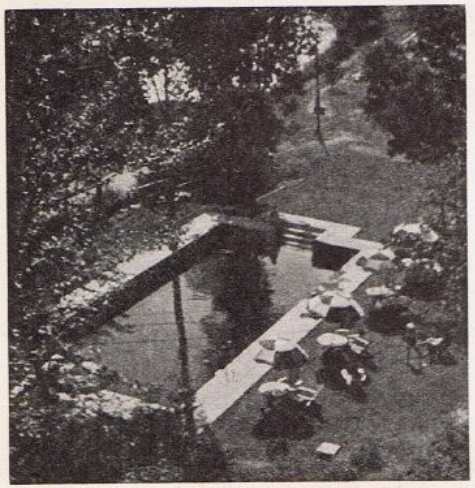
WE WILL EXPECT YOU AGAIN IN 1942

Dominion Square, in the Heart of Uptown Montreal

St. James Cathedral, Montreal, Que.



Beautiful Outdoor Swimming Pool — Alpine Inn
Ste Marguerite, Que.—Laurentian Tour No. 4

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IN
SKUNK

(Baum marten shade)

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While stressing the beauty of little fur boleros and jackets as appropriate to the season, we remind you that our advance collection of brilliantly styled fur coats offers opportunities for very advantageous purchases now.

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SILVER FOXES
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We carry an extensive line of the very best French Perfumes viz:—Caron, Chanel, Molinard, Millot, Tweed, Lanvin, Lelong, Guerlain and many others.

The most up to date and complete drug store

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For the Perfect Collins

Use Booth's High & Dry — the gin with a reputation for extra smoothness and perfect flavour.

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HIGH & DRY

25 OZ·BOTTLE 1·80

GIN

40 OZ·BOTTLE 2·70

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TOUR No. 3 Cont.

prison, altered and now used as offices and warehouse by the Liquor Commission.

Half a mile further north we make a sharp turn to the left and we are on the gradually rising ramps of the twenty million dollar Jacques-Cartier Bridge. This bridge spans over a mile of open water; the centre span arches from the shore of the Island of Montreal to St. Helen's Island which is our first stopping point. Samuel de Champlain, famed Governor of the New France named this beautiful little Isle in honor of his fiancée, Hélène Boulé, in the year 1611. It became the scene of many fierce contests in the mighty struggle for power in the New World. Recently the historic old Isle has been restored and modernized to make it both a modern summer playground complete with beaches and other attractions and at the same time to preserve a site of great historic interest.

The work of restoring the old forts with their buttressed walls, the sunken powder magazine, the old French stockade, blockhouse and observation post, the British barracks, with guard houses and tiers of loopholes to the state in which they appeared centuries ago should be completed during 1938.

A visit to the Island brings back many famous names in the early history of America—Champlain in 1611; François de Lauzon in 1635; Charles de Lauzon in 1664; Charles Le Moine in 1665; de Callière in 1687; Admiral Phipps in 1690; de Lévis in 1759; de Vaudreuil in 1760; Sir Guy Carleton and the American troops in 1775; and many others.

A 30 minute stay at the Island and we are on the move again. Back over the bridge we proceed northward again to Sherbrooke Street, turning East for a couple of miles to reach the new Botanical Gardens at the Corner of Pie IX Blvd. (Pope Pius the Ninth Blvd.) and Sherbrooke Street East. *(20 minute stop)*.

Several years will elapse before the Botanical Gardens with all their developments are complete. At present, the primary work employing 1300 workers is steadily progressing towards completion. There you will see a great display of Quebec flora, also the rising tiers of a modern building designed to house classes who will be taught all pertinent information regarding the great resources of the Province of Quebec. The gardens finally will occupy 625 acres of ground, include special exhibits showing the industrial uses made from raw materials and will also furnish a dazzling display of landscaping, shrubbery and flowers, typical of the French Province in every respect. After a twenty minute visit, we retrace our steps westward along Sherbrooke Street and have an interesting four mile trip along that busy thoroughfare to reach Dominion Square and the end of an instructive and highly diverting promenade.

PLATEAU 3221

Alpine Inn and Laurentian Tour

LIKE all other tours our Laurentian trip starts at Dominion Square, proceeds north to Sherbrooke Street and directly east to St. Denis Street; there we turn north and proceed in a straight line to the old time village of Ahuntsic. Here we cross "Pont Viau" over "La Rivière des Prairies" to a newly widened Boulevard; thus crossing Ile Jésus, the largest Island of the group in the Montreal area. On the north shore of this Island we come to "La Rivière des Mille Iles" (Thousand Islands River), which we cross over the Pont David and turn west until we meet the new highway into the great natural park north of Montreal, familiarly known to all residents as "The Laurentians." Taking this Boulevard we proceed straight north for fifteen miles to reach St. Jérôme.

St. Jérôme was, the last decade of the 19th century and well into this century, the "jumping-off" place for all those who dared the dangers of the mountainous regions to the north. It was from here that the famed Curé Labelle, founder of St. Jérôme, sallied forth on his many courageous voyages of settlement and exploration, opening up the vast regions to the north for trade.

From St. Jérôme starts the really picturesque and interesting portion of our trip. The road follows the contours of the country which rapidly becomes truly mountainous. Foliage becomes more and more of the deep green associated with fir, spruce, balsam and pine; sparkling, sunlit lakes appear unexpectedly as you round the base of a mountain. Sturdy French Canadian habitant farm houses dot the hillsides with their whitewashed walls and brightly colored eaves.

Lesage is the first village through which we pass and half a mile further along we come to Shawbridge, one of the great centres of Winter sports in the lower hills. From here on the mountains begin to rise to much greater altitudes and before we know it we are in the heart of the Laurentian mountains.

Piedmont is our next village, comfortably nestled at the junction of two mountains. To our right may be seen the North River, sometimes still, sometimes broken into dancing white caps, rolling its way merrily along from Mont Tremblant in the north to the Lake of Two Mountains near Montreal in the south. The North River drains the watershed of this area and has a total length of about one hundred

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TOUR No. 4 Cont.

and fifty miles. From Piedmont we proceed to Ste-Adèle des Monts, where we branch to the east. Ste-Adèle is notable for many natural characteristics. A fine illuminated cross adorns the highest peak in the neighbourhood. Two and a half miles to the east we arrive at the Alpine Inn, our visiting point for the day. Here the bracing air will invigorate you and your three or four hour stay will give you every opportunity to enjoy many varied activities. Their private nine hole Golf course offers a real test of skill. Well-surfaced courts provide ample opportunity for Tennis players. The angler will find countless lakes and streams within easy walking distance. The dining room is well appointed, comfortable and offers a splendid view of the surrounding mountains and above all provides good food, well cooked and served in a way to whet your appetite.

As the day wears on we are ready for our return to Montreal and follow the same route southward until we reach Ste. Rose. Here we branch off onto the concrete Curé Labelle highway direct into the North Western entrance to the City of Montreal. After a final glimpse of Montreal's northern suburbs including the Town of Mount-Royal and the Côte des Neiges district, we slip between Westmount and Montreal mountains descending once again to Sherbrooke Street, thence eastward to reach the centre of Montreal and Dominion Square, the end of a glorious day in the Laurentian mountains—a day and a trip designed to furnish many happy memories and pleasant recollections for years to come.

THE motto of the City of Montreal—*"CONCORDIA SALUS,"* means *"CORDIALITY* and *SAFETY"*—and that is the spirit of Montreal, a cordial welcome and safety for person and property.

Montreal is a friendly city. With two thirds of its population (1,200,000) of French descent, its attractions are diversified, and different from any other city in the world.

Metropolis of Canada, the second largest French-speaking city in the world, second largest seaport in America, the world's greatest wheat exporting centre, Montreal has an inexplicable appeal, on which its dramatic history of three hundred years has left ineffaceable marks.

See Montreal by Diamond taxis. Our driver will guide you everywhere— *"CONCORDIA SALUS"*. They will open the doors for a *CORDIAL* bienvenue, and in *SAFETY* they will show you the "Sights and Scenes" from the waterfront of the mighty Fleuve St. Laurent, to the top of Mount Royal.

DIAMOND TAXICAB ASSOCIATION LIMITED PLATEAU 3221

TOUR No. 5

The Lake Shore Promenade

GOLF LINKS

MONTREAL'S Lakeshore promenade is one of the most delightful trips we can suggest. The "Lakeshore" is a winding, tree-shaded highway semi-circling the Island from the centre of the northern shore westward around the tip of the Island and back into the City proper. Leaving Dominion Square we ascend the slopes of Mount Royal by means of Côte des Neiges boulevard, speed northward on smooth highways through the town of St. Laurent, past the famous Curtiss-Reid Airport and into Cartierville. Cartierville, a great boating and summer centre is beautifully located on the Rivière des Prairies which is the northern boundary of the Island.

From thence we turn westward and in leisurely fashion a fine paved highway unwinds before us sometimes almost touching the river banks, sometimes branching for some hundreds of yards inland. For 15 miles we continue on, through Saraguay, Ste. Geneviève and Senneville, to reach Ste. Anne de Bellevue at westermost tip of the Island. All along this riverside drive are great estates; well kept gardens and lawns may be glimpsed through heavy foliage, and there is the constant glint of sparkling sun on the fast-rushing waters of the Rivière des Prairies, Senneville is to Montrealers almost synonymous with golf and its fine course may be seen and fully appreciated as we roll on our way.

At Ste. Anne de Bellevue, we have completed about one-third of our journey. The road, now southeast in direction, cuts inland for approximately 3 miles at this point passing close by the grounds and buildings of famed MacDonald College, Agricultural faculty of McGill University. The red-tiled roofs and acres of smooth well-kept lawns provide a fine contrast of great charm. Passing through Baie d'Urfé, Beaconsfield, which boast both permanent residences, substantial farmlands, and many sum-

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When You Call...

PLateau 3221

Very few, even of Montreal's most blasé inhabitants, are aware that this City boasts one of the largest and most up-to-date taxi telephone dispatch systems on *the entire continent*. Yes, more extensive than any found even in the largest cities south of the border.

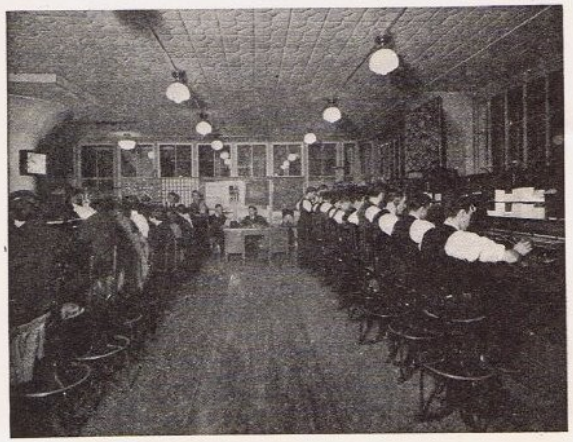
These photographs show this system—the one you reach when you call the Diamond Taxi at PLateau 3221. Taken on New Year's Eve, they show the boards with a capacity staff at work.

Incoming calls are handled over thirty lines in charge of some sixteen operators. Tickets are made up and sent over a conveyor belt, to be distributed amongst twelve dispatch operators in charge of as many separate zones, each representing a section of the City.

Direct lines are available to 115 taxi stands scattered throughout the city, as well as to various hotels, hospitals, clubs and railway stations.

Approximately 182 airline miles of cable—728 miles of wire—is required to connect the various telephones which make up the Diamond Taxi system—enough to circle the City many, many times.

Over this extensive system of communication some 2,500,000 Taxi calls were handled during 1936—proof enough that Montrealers are taxi-conscious.



TOUR No. 5 Cont.

mer homes, we reach Pointe-Claire and the lake. Lake St. Louis is formed by the junction of the Ottawa and St. Lawrence Rivers and is a wide body of water, excellently suited for the sailing, rowing, bathing, and other kindred sports which flourish on its many beaches during the summer months.

From Pointe-Claire into Lachine, we enjoy a continuous scene of varied activity demonstrating the sport-loving tendencies of Montrealers. The Royal St. Lawrence Yacht Club proudly raises the flag at Dorval; many Country Clubs, including "Royal Montreal" the finest golf course on the Island may be seen. The Road itself follows the contours of the lake; winds its way in and around many interesting bays and coves, provides a thoroughly delightful panorama of shore and lake scenery even without the many points of man-made interest, both new and old.

We terminate the riverside portion of our drive into Lachine. Here we see the head of the famous Lachine locks, built to escape the fierce rapids of the St. Lawrence at that point. Form Lachine into Montreal West is an almost continual stream of well-built up streets and includes the municipality of Ville St. Pierre. At Montreal West we reach Sherbrooke Street once more and proceed due eastward through Westmount and so into Montreal and Dominion Square. We have "done" the Lakeshore and will carry with us for many months to come a vivid picture of the western shore-line of Canada's Island metropolis.

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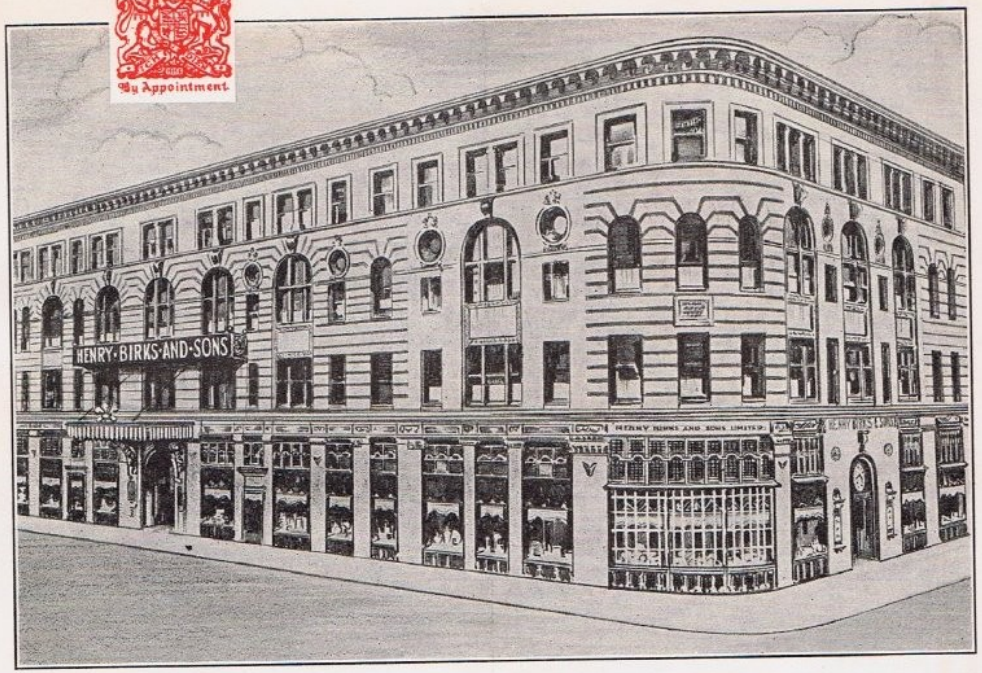

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